

**Dienger, Whitney**

Chabot # 68541

**From:** Jacobs, Sarah  
**Sent:** Tuesday, October 30, 2012 8:34 AM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT WKRC Pre-empts

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Tuesday, October 30, 2012 8:34 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT WKRC Pre-empts

Im blind, approved

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Tuesday, October 30, 2012 8:33 AM  
**To:** Whitney Eversole  
**Subject:** RE: URGENT WKRC Pre-empts

**Chabot:** # 68541

11/6

N/A 10/28 10-1030am @\$450, 1x 10/28 1030-11a @\$350, and 1x 11/4 1030-11a @\$350. Total N/A \$1150.  
 Mkgd w/o 10/29, 1x 7-8a @\$800 P1 and 1x Andersen \$350 P2. Total back in \$1150.

**Mandel:**

# 67949

10/30

N/A 10/27 7-8p @\$350 and 1x 10/28 630 @\$450. Total N/A \$800.  
 Mkgd w/o 10/29 1x 7-8a @\$800 P1.

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Tuesday, October 30, 2012 8:32 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT WKRC Pre-empts

Who is this for?

10/30/2012

**From:** Jacobs, Sarah [<mailto:SJacobs@local12.com>]  
**Sent:** Tuesday, October 30, 2012 8:31 AM  
**To:** Jacobs, Sarah; Whitney Eversole  
**Subject:** RE: URGENT WKRC Pre-empts

Mkgds OK?

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**From:** Jacobs, Sarah  
**Sent:** Monday, October 29, 2012 4:22 PM  
**To:** 'Whitney Eversole'  
**Subject:** URGENT WKRC Pre-empts

**Chabot:**

N/A 10/28 10-1030am @\$450, 1x 10/28 1030-11a @\$350, and 1x 11/4 1030-11a @\$350. Total N/A \$1150.  
Mkgd w/o 10/29, 1x 7-8a @\$800 P1 and 1x Andersen \$350 P2. Total back in \$1150.

**Mandel:**

N/A 10/27 7-8p @\$350 and 1x 10/28 630 @\$450. Total N/A \$800.  
Mkgd w/o 10/29 1x 7-8a @\$800 P1.

Please confirm.  
Thanks  
SAJ

**Sarah Jacobs**

Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

10/30/2012

## ORDER



**Orders**

**Order / Rev:** 68541

**Alt Order #:**

**Product Desc:** 3096 oh cd1

**Estimate:** 3096

**Flight Dates:** 10/28/12 - 11/06/12

**Original Date / Rev:** 10/30/12 / 10/30/12

**Order Type:** GENERAL

**Local 12 WKRC-TV**

LSM LSM

Primary AE:

Sales Office:

Sales Region:

**Agency**

**Name:**

**Buying Contact:**

**Billing Contact:**

**Strategic Media Placement**

7669 Stagers Loop

Delaware, OH 43015

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Chabot for Congress

**Demographic:** HH

**Product Codes:** US Congress

**Priority:** P-3

**Revenue Codes:** AGY, POL-CAND, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$2,300.00	\$1,955.00
10/29/12	11/06/12	50	\$28,925.00	\$24,586.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$2,300.00	\$1,955.00	0.00
November 2012	50	\$28,925.00	\$24,586.25	0.00
<b>Totals</b>	<b>54</b>	<b>\$31,225.00</b>	<b>\$26,541.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$31,225.00
Market	100%	\$78,062.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$46,837.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKRC	10/29/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	7	\$1,750.00
5a Good Morn Cincinnati Week: 10/29/12 11/04/12 11111-- 5 \$250.00 0.00 Week: 11/05/12 11/11/12 11----- 2 \$250.00 0.00															
2	WKRC	10/29/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	7	\$2,275.00
6a Good Morn Cincinnati Week: 10/29/12 11/04/12 11111-- 5 \$325.00 0.00 Week: 11/05/12 11/11/12 11----- 2 \$325.00 0.00															
3	WKRC	10/29/12	11/06/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	7	\$2,275.00

Order / Rev: 68541 Advertiser: Chabot for Congress  
 Alt Order #: Product Desc: 3096 oh cd1  
 Flight Dates: 10/28/12 - 11/06/12 Estimate: 3096  
 Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati (6:30 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	11111--	5	\$325.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$325.00	0.00								
4	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sa	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		6a-8a Local 12 News Sat (6:00 AM-7:00 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$150.00	0.00								
5	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		6a-8a Local 12 News Sat (7:00 AM-8:00 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$150.00	0.00								
6	WKRC	11/03/12	11/03/12	CBS This Morning Satur	CM	8a-10a	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		Saturday Early Show													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$225.00	0.00								
7	WKRC	10/28/12	11/04/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
		CBS Sun Morn News (9:00 AM-9:30 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$450.00	0.00								
		Week: 10/29/12	11/04/12	-----1	1	\$450.00	0.00								
8	WKRC	10/28/12	11/04/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
		CBS Sun Morn News (9:30 AM-10:00 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$450.00	0.00								
		Week: 10/29/12	11/04/12	-----1	1	\$450.00	0.00								
N 9	WKRC	10/28/12	11/04/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		CBS Sun Morn News (10:00 AM-10:30 AM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$450.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	10/22/12-10/28/12	CBS Sun Morning	10:00 AM-10:30 AM	-----Su	:30	(\$450.00)	0.00	NM				
		See MG 10.3,10.4													
		[No Avail]													
		Week: 10/29/12	11/04/12	-----1	1	\$450.00	0.00								
N 10	WKRC	10/28/12	11/04/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$350.00	P-3	0.00	NM	2	\$1,150.00
		Face the Nation													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$350.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	10/22/12-10/28/12	Face the Nation	1030a-11a	-----Su	:30	(\$350.00)	0.00	NM				
		See MG 10.3,10.4													
		[No Avail]													
		Week: 10/29/12	11/04/12	-----1	1	\$350.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		2	WKRC	10/29/12-11/04/12	Face the Nation	1030a-11a	-----Su	:30	(\$350.00)	0.00	NM				
		See MG 10.3,10.4													
		[No Avail]													
		Week: 10/29/12	11/04/12	-----1	1	\$350.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		3	WKRC	10/31/12-11/02/12	CBS This Morning	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM
		MG for 10.1,9.1,10.2 ✓													
		[Approved by Buyer]													
		4	WKRC	10/31/12-11/02/12	M-F 10a-11a	10a-11a ✓	--WThF----	:30	\$350.00	0.00	NM				
		MG for 10.1,9.1,10.2 ✓													
		[Approved by Buyer]													
11	WKRC	10/28/12	11/04/12	News makers	CM	11a-1130a	-----1	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00
		News makers													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$300.00	0.00								
		Week: 10/29/12	11/04/12	-----1	1	\$300.00	0.00								
12	WKRC	10/29/12	11/05/12		CM	5:00 PM-5:30 PM	11111--	:30	5	\$850.00	P-2	0.00	NM	6	\$5,100.00

